

I Impetus

Relay



Your firm • Your pace • Their future



Your Fundraising Guide



Where your money goes

Our Vision

Our vision is for a society where all young people, regardless of their background, can thrive in school, secure crucial qualifications, and take their first steps into the world of work on the journey to sustained employment in adulthood, for a fulfilling life.



By fundraising for the Impetus Relay, you are helping to improve the lives of young people from disadvantaged backgrounds in the UK.

As a leading impact funder, since 2002, Impetus has been helping the best leaders build stronger organisations delivering the most promising interventions that support young people from disadvantaged backgrounds to succeed against the odds.

Over 2 million young people are growing up in poverty in Britain today and through no fault of their own they will do less well at school, are less likely to make it to university and are less likely to find & keep a job.

Impetus is completely philanthropically funded and your support is vital to enable us to deliver our mission.

Our Model

We back a portfolio of high potential organisations

Impetus currently supports a portfolio of 23 organisations with the essential ingredients for making real impact:

- Long term unrestricted funding for sustainability and growth
- Years of hands-on, intensive support from our expert team of former CEOs, strategy consultants and impact experts
- Access to expertise from our network of world-class pro bono partners in areas like leadership, coaching, business planning or legal advice



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We build the case for large scale government intervention to tackle these problems

Making a difference to all young lives means system change. Working so closely with our portfolio partners means that we have insights into what policy changes will have a meaningful impact on the causes and effects of persistent disadvantage.

Our Policy Team takes what we know and works alongside other education and employment sector leaders to build the case for large-scale government intervention.

Fundraising Tips



You've set up your fundraising page. Now what?

Whether you're fundraising as a firm, or as an individual, here are some tips to help you reach your goal!

2026 Impetus Relay



The young people that Impetus work with need your support: 2 million are growing up in poverty in Britain today and, without intervention, will do less well at school, are less likely to make it to university and are less likely to find & keep a job.

Story

On 12th September 2026, the private equity community will come together in support of Impetus by taking on a gruelling four-hour endurance challenge.

Every young person deserves a fair chance to succeed. But for too many, the odds are stacked against them. At Impetus, we're here to change that.

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, work, and life.

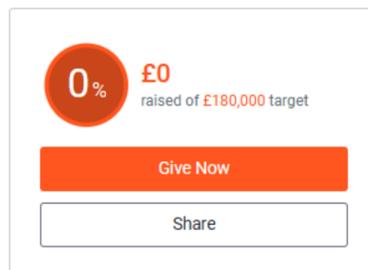
We do this by partnering with high-potential organisations and providing them with a unique package of funding, expertise, and leadership development to help them deliver measurable and life-changing outcomes at scale.

At the same time, we influence policy and decision makers so that all young people get the support they need. Young people like Maimoona.

When Maimoona left education, she felt stuck. Entry level jobs required work experience or expensive qualifications that could take years to attain – so Maimoona found herself in a cycle of rejection. And she's not alone.

Nearly a million young people in the UK are not in education, employment, or training (NEET), with those from disadvantaged backgrounds twice as likely to be out of work than their better-off peers.

Everything changed when she joined Generation UK, one of Impetus' portfolio partners.



Be a fundraiser

Create your own fundraising page and help support this cause.

[Start fundraising](#)



Impetus transforms the lives of young people from disadvantaged backgrounds by investing in leading education and employment non-profits. We give them long-term funding, pro-bono support and strategic expertise so more young people get the education and opportunities they need for a fulfilling life.

Donations

Try making a donation to get things going



Set (and reach!) your goals

Pages with a set target raise 17% more. Don't forget that by signing up, you've committed to raise either £400 (individual entry), £800 (pair entry), or £1600 (team entry).

Spread the word

Make the most of your personal and professional connections – add a link to your email signature, put it on your Instagram story or LinkedIn.

Add your 'why'

Information about Impetus will automatically appear on your page once it's created, but how about making it more personal – share why this cause really matters to you.

Start as you mean to go on

People who donate to their own page to get it started raise 84% more. Even a small donation helps.

Fundraising in Action



A proven approach

In previous years, our partner Inflexion demonstrated how effective it can be when a firm rallies its network behind an Impetus challenge. Their approach during the Impetus Triathlon consistently helped drive both participation and fundraising, and it remains a great example of what's possible.

Inflexion encouraged their portfolio firms to take part in the Triathlon and often covered registration fees to help get teams involved. When a firm wasn't able to compete, they invited them to support the event through a donation instead.

Although the Triathlon has now come to an end and the Impetus Relay is our flagship challenge this year, Inflexion's Triathlon model is still a brilliant illustration of how firms can champion our events and maximise their impact.

On the next page, you'll find sample copy you can use to replicate this approach.



Invite your network

The Impetus Relay is in its first year, and we're nothing without our competitors. Help us grow the event by sharing your participation with colleagues, your professional network and friends.

Say yes to gift aid!

In 2025, gift aid added almost £10,000 to the Triathlon's total fundraising! If you're donating as a UK tax paying individual, complete a gift aid form to add an additional 25% to your donation.

Match your funding

Lots of firms offer matched (or even 3x!) giving for staff's fundraising efforts. Get in touch with your HR team to find out more.

Sample support request

On Saturday 12th September, a team of **INSERT FIRM NAME** employees will take part in a gruelling four-hour endurance challenge at the Impetus Relay. With your help, we are looking to beat our fundraising target of **£TARGET**. We'll be running for a gruelling four hours

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life. They do this by working closely with and funding a portfolio of 23 exceptional partners, each working with young people in a unique way, either by supporting them in education or by helping them to find work.

The young people Impetus work with need our support. Over 2 million are growing up in poverty in Britain today and through no fault of their own will do less well at school, are less likely to make it to university and will be twice less likely to find and keep a job.

But it doesn't have to be this way. Impetus believes every young person can succeed at school and work with the right support.

We're asking our **clients/portfolio companies** to support us in these ways:

- Take part: sign up to take part in the Impetus Relay and fundraise towards our target. You can enter as a team of 4, pair or an individual, and the Relay is flexible enough for all levels. You set the strategy and choose how many laps you want to take on. We will cover your entry fees.
- Donate: if you are not able to take part in the Impetus Relay, please consider donating to our JustGiving page (**add link**).



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Thank you for supporting Impetus

“The combination of funding and support to answer the tough questions makes the Impetus model one that drives organisational excellence. It supercharges impact-driven approaches while supporting leadership to build an organisation that lasts.”

Jen Fox, CEO, Action Tutoring

Contact: events@impetus.org.uk

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